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Consultant: Media, Comms & Marketing

A highly experienced and accomplished creative professional with over 15 years of substantial practical experience in media, communications, and marketing in various sectors.

Has a proven track record of success in working with various programs and organizations targeting the youth, using storytelling to engage and empower them, and managing content, brands, and partnerships. Skilled in developing strategies to support the goals of the organization.

A certified leader through the Obama Foundation leadership program, demonstrating his dedication to personal and professional development.

A valuable asset to any organization seeking to develop and implement effective programs and initiatives for youth.

A portrait of Lucky A. Komba, a man with a goatee and glasses, wearing a blue patterned short-sleeved shirt and a tan flat cap. He is smiling and has his arms crossed. The background is a blurred office or gallery space with framed images. A small orange circle with a white right-pointing arrow is in the top right corner of the image.

Lucky A. Komba



- Over 15 years of experience in marketing, media, and communications.
- Expertise in experiential marketing, storytelling and social and behavior change communications.
- Proficient in television, radio, print, digital media, events and outreach.
- Specializes in young people and community/human development.
- Strong background in strategy design, project management, brand development and management.
- Skilled in media, communications, marketing, leadership, programs, partnerships, and client management.



Multi-Media Brands Developed & Managed



A number one youth television edutainment program for high schools in East Africa, influencing education reforms from the government to school, teachers, parents, and students levels.



An impactful behavioral change multimedia communications youth brand in Kenya and Tanzania, aiming to improve people's lives and livelihoods.



A skill-delivering brand for micro-entrepreneurs in Kenya, breaking down barriers that young entrepreneurs face due to the lack of formal business education.



A storytelling digital brand that captures the reality of African youth, highlighting their vulnerabilities, areas of motivations, opportunities and their strengths.



Project, Partnerships & Client Management

His leadership skills made it easy to manage partner/client relationships for multi-million dollar programs/projects under health (including COVID), governance, financial fitness, advocacy, and democracy themes between 2014 and 2021.

SBCC programs/projects: Vodacom Kilimo Klub, YARA EA Cup, Africa Soil Health Consortium (ASHC), Bill & Melinda Gates Foundation, ClIFF, The Hewlett Foundation, AMREF, Hanns Seidel Foundation, One Acre Fund, Twaweza, EGPAF, International Republican Institute, International Livestock Research Institute, and many UK and US funded Tanzania programs under HDIF, EQUIP, and Fhi360.

Skilling programs/Projects: Mawingu, GIZ, Strive, CFYE, Unilever, and UAP Old Mutual.

Experiential marketing projects/projects: Airtel Sabasaba, Airtel Inter College Challenge, Coca-Cola OTR, Whitedent Squiz and School Dental Check Up, Nokia, Unilever, and TBL.

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Key Skills

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Leadership

Multi-media Storytelling
& Production (Audio,
Visual, Print & Digital)

Communications (incl
SBCC)

Content Creation,
Campaign Management,
Events & Outreach

Creative Strategy Design &
Implementation

Project/Program
Management

Brand/Product Development
& Management

Marketing (Experiential &
Digital) & Advertising

Partner & Client Relationship
Management

PR, Advocacy & Youth
Engagement

Team Management,
Recruitment & Training

Monitoring, Evaluation and
Learning



Professional Experience

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YEARS ACTIVE: 2005 - PRESENT



- Independent Media & Communications Consultant (2019-Present).



- Board Member at Tai Tanzania (2020-Present).



- Brand Manager, Skills Lab at Shujaaz Inc. (2021-2022).
- Partnership Account Executive & Tanzania Lead at Shujaaz Inc. (2020-2021).



- Multimedia Consultant at John Snow Inc (2018).



- Executive Producer & Radio Presenter at Well Told Story Tanzania (2018-2020).
- Country Producer & Radio Presenter at Well Told Story Kenya (2014-2017).



- Social Media & Digital Consultant at MeTL (2013-2014).



- Media Producer, Host & New Media Facilitator at East Africa Television Ltd (2009-2014).



- Project Manager & Event Host at Integrated Communications Ltd (2005-2008)

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Education, Certifications & Trainings

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- Bachelor's Degree in Business Administration, University of the People (2020 - 2023).
- Undergraduate Certificate in Strategy, University of the People (2023).
- Undergraduate Certificate in Finance, University of the People (2023).
- Undergraduate Certificate in Entrepreneurship, University of the People (2023).
- Undergraduate Certificate in Accounting, University of the People (2023).
- Undergraduate Certificate in Marketing, University of the People (2022).
- Certificate in Leadership, The Obama Foundation (2018-2019).
- Microsoft Office 365 Certificate, Computer Learning Center (2018).
- Project Management Certificate, Africa School of Project Management (2016).
- Advanced Diploma in Computer Science, The Institute of Finance Management (2005-2008).
- Numerous short courses, and training, in various areas i.e., media production, project management, communications and leadership (2005 - 2020).

Services

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- Brand / Project / Program / Product development and management.
- Business development, partnership, and relationship management.
- Conceptualization, creative direction, design, and other creative services.
- Communication services, PR, advocacy, and influence.
- Event, outreach, and experiential marketing services.
- Strategy - design and implementation (comms, campaign, brand, youth engagement).
- Multimedia content creation (audio, video, print, digital), including translating and transcribing.
- Story lining and story development.
- Copywriting & scriptwriting.
- Micro-entrepreneurs curriculum development and implementation.
- Measurement, Evaluation and Learning (MEL)
- Training (media, communications, marketing), mentorship & coaching.





Value Proposition



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Bringing you over a decade of diverse experience in media, communications, and marketing.

Strong track record in project management, partner relationships, content creation, and team leadership.

Proven ability to deliver results in various sectors, including non-profit organizations and social enterprises.

Passionate about youth engagement, advocacy and creating social impact.

Committed to providing strategic consulting services tailored to clients' needs.

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Work With Me

WEBSITE

www.allanlucky.com

EMAIL

lucky.a.komba@gmail.com

PHONE

+255 752 956 600 (Tanzania)

+254 724 805 536 (Kenya)

PHYSICAL ADDRESS

Mbezi Beach, Dar-es-salaam, Tanzania



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